

Video Segment 2: Analytics Across Different Sports

“There are analytics around ultimate frisbee.” -Dr. Eric Bradlow, Wharton Professor

NOTE-TAKING GUIDE

Professor Eric Bradlow says, “It’s about the data. The richer the data, the better the analytics will be.” How does that statement apply to the following when it comes to analyzing sports data? Anything special to note about analytics across these sports related to the sports-betting industry?

Baseball, football, basketball:

Sports like tennis, pickleball and ultimate frisbee:

Explain the significance of these statements to the panelists’ lives and work:

Eric Bradlow: “People have always joked that I have a voice for sports casting.”

Amy Howe: “NFL is by far the biggest acquisition sport.”

Reflection: How are data and analytics being used to inform and improve your after-school activities? Sports? Theater? Speech and Debate? Choose one of your favorite extracurriculars and reflect on where data and analysis are supporting decision-making. If you don't see any examples of this, where might they best fit in and how? How would you enhance the data flow and analysis of your chosen activity?

THE LANGUAGE OF BUSINESS

(Linked terms are defined in the Wharton Global Youth Video Glossary)

[Brand](#)

[Data](#)

[CEO or Chief Executive Officer](#)

[Data Mining](#)

[Competition](#)

[MBA or Master of Business Administration](#)

[Competitive Advantage](#)

Amy Howe: Chief Executive Officer (CEO) of FanDuel, who earned her Master of Business Administration (MBA) from the Wharton School in 1999.

Analytics: The systematic computational analysis of data or statistics. It is used for the discovery, interpretation, and communication of meaningful patterns in data.

Beyond Business: An ongoing conversation at the Wharton School of the University of Pennsylvania that explores the most complex and pressing issues impacting individuals and organizations across the world. Each year Wharton Global Youth creates [Explore Business mini-sites](#) for high school students around different Beyond Business themes.

Charles Barkley: A former professional basketball player who is a television analyst on TNT. In 2020, Barkley announced a partnership designating FanDuel as his exclusive sports-betting and daily fantasy sports platform. Barkley also serves as the company's brand ambassador and spokesperson.

Eric Bradlow: A marketing professor at the Wharton School of the University of Pennsylvania and Vice Dean of [Analytics at Wharton](#).

Erika James: Dean of the Wharton School with research interests in crisis leadership, workplace diversity and management strategy. Erika James hosts the annual Beyond Business series of business conversations on which Wharton Global Youth's mini-sites are built.

FanDuel: An online gambling company founded in 2009 that offers sportsbook, daily fantasy sports, and more.

National Basketball Association or NBA: A professional basketball league in North America that includes 30 teams.

National Football League or NFL: A professional American football league that includes 32 teams.

New Active: A new user of the FanDuel platform.

Parlay: A type of sports bet or wager in which two or more bets are linked together to create one bet that pays out more money.

Paul Annacone: A former American professional tennis player who is now a coach.

Same-day Parlay: Combining two or more bets together in a single game with the hope of winning more money than if you had placed the bets individually.

Sports Analytics: The analysis of sports data, including information on player performance and business operations, to make predictions and support decision-making on and off the playing field.

Sports Betting: Predicting sports results, like who will win a football game, and placing a financial wager on the expected outcome in hopes of winning even more money.

Sports-betting Platform: A website, app or other online platform that allows people to place sports-related bets.

Sportsbook: An organization that takes bets on sporting events and pays out winnings.

Wharton Moneyball: A weekly radio program airing on SiriusXM 132 that features Wharton School professors and statisticians Eric Bradlow, Adi Wyner, Cade Massey and Shane Jensen talking about sports decision-making from the perspective of data and analytics.

The Wharton School: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

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[How Infosys Reimagined the Tennis Experience](#)